

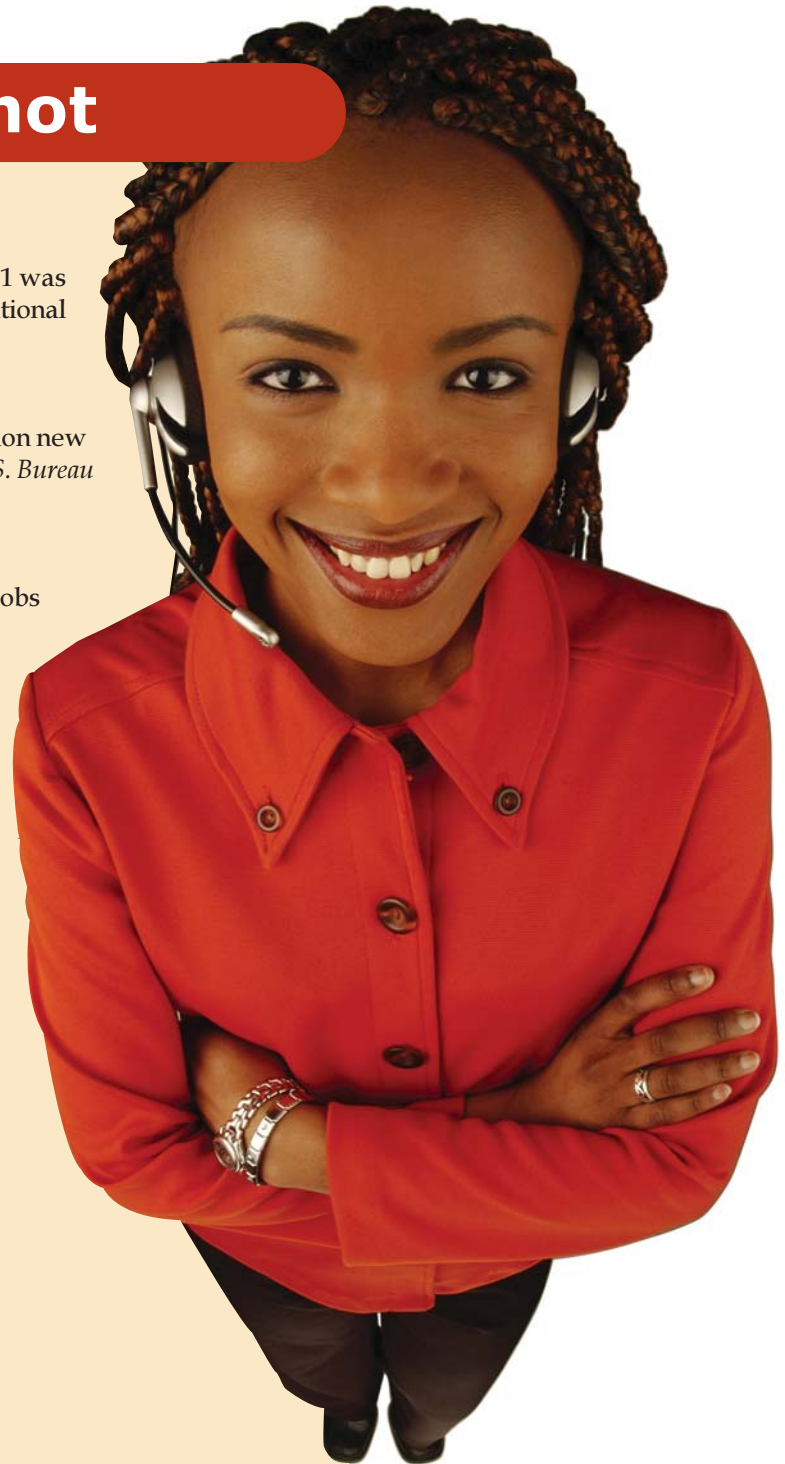
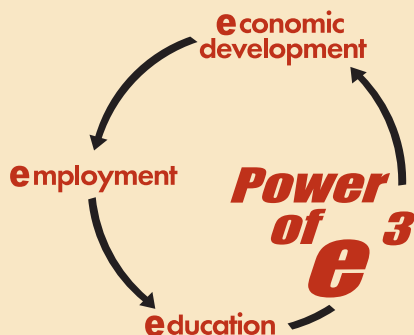


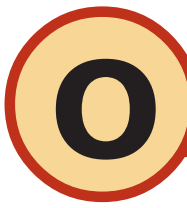
# High Growth INDUSTRY PROFILE

## Industry Snapshot

### Growth Pattern

- The Gross Domestic Product (GDP) for retail in 2001 was \$931.8 billion in current dollars, a 9.2% share of the national total. (U.S. Bureau of Economic Analysis)
- The retail trade industry is predicted to add 2.1 million new jobs between 2002 and 2012, an increase of 14%. (U.S. Bureau of Labor Statistics)
- It is predicted that 10% of all new wage and salary jobs created between 2002 and 2012 will be in retail trade. (U.S. Bureau of Labor Statistics)
- Retail sales is one of the top-5 occupations with the largest job growth between 2002 and 2012, adding 596,000 new jobs, an increase of 15%. (U.S. Bureau of Labor Statistics)
- The retail trade industry offers great employment opportunities as part-time and temporary work are plentiful in a wide array of sectors ranging from small specialty shops to giant department stores. (U.S. Bureau of Labor Statistics)





# Occupational Outlook

The retail industry offers a wide variety of occupations with strong growth between 2002-2012.

Retail Occupations	Number employed 2002 (000's)	Number employed 2012 (000's)	Numeric Change (000's)	Change %	2002 Median Annual Earnings	Postsecondary Education & Training
Retail salespersons	4,076	4,672	596	15	\$17,710	Short-term on-the-job-training
Cashiers, except gaming	3,432	3,886	454	13	\$15,420	Short-term on-the-job-training
First-line supervisors of retail sales workers	1,798	1,962	163	9	\$29,700	Work experience in a related occupation
Sales representatives, wholesale and manufacturing, except technical and scientific products	1,459	1,738	279	19	\$42,730	Moderate-term on-the-job-training
Counter and rental clerks	436	550	114	26.3	\$17,280	Short-term on-the-job training
Sales representatives, wholesale and manufacturing, technical and scientific products	398	475	77	19.3	55,740	Moderate-term on-the-job training

*Sales representatives from manufacturing included in retail as an effort to consolidate sales positions in a single industry.*

For a full listing of retail-related occupations, please visit the Bureau of Labor Statistics projections Web page at <http://www.bls.gov/emp/home.htm>.

## T ypes of Jobs Created

### *Part-time vs. Full-time:*

(Source: Bureau of Labor Statistics, Current Population Survey and 2002-2012 Employment Projections)

- Of the 15,187,000 total workers employed in retail in 2003, 11,201,000 work full-time (73.8%), while 3,986,000 work part-time (26.2%).
- Sales and related occupations accounted for 65 percent of workers at clothing, accessory and general merchandise stores.
- Office and administrative support occupations make up the next largest group of employees, accounting for 18 percent of total employment in the industry.
- Cashiers make up the largest occupation in grocery stores, accounting for about one-third of all workers.
- Stock clerks and order fillers are the second largest occupation in grocery stores, accounting for 17 percent of workers.

### *Skill Sets:*

(Source: Bureau of Labor Statistics, 2004-05 Career Guide to Industries)

- Larger retailers prefer employees with a high school education.
- While on-the-job-training at smaller stores is generally brief and performed directly by the manager, larger establishments can offer structured training sessions that may last several days.
- College graduates will fill most new management positions. Employers increasingly seek graduates of college and university, junior and community college, and technical institute programs in food marketing, food management, and supermarket management.

## W orkforce Issues

The overarching retail workforce issues are retention, recruitment, education, and training. The following workforce issues have been gathered directly from senior executives within the retail industry:

- The retail industry has a large demand for workers. In an increasingly diverse society, multi-lingual employees are desirable. Retailers are customer service-driven and need workers to speak the languages of their customer base. Limited English Proficiency (LEP) is a problem as workers may speak the language of customers, but lack basic English language and literacy skills to perform all job functions.
- The retail industry is facing a new reality. A dynamic field with strong career ladders, a wide range of employee benefits, and on-the-job training, the retail industry is increasingly driven by high-end technology that requires advanced skills. Employers recruit job candidates from community colleges and universities and train incumbent workers to upgrade their skills for career advancement.
- Retail employers struggle to attract and retain the best and brightest employees because of the misperception that jobs are low wage and lack growth potential. In reality, today's retail careers are more than just cashier and sales associate positions; they encompass information technology, marketing, communications, loss prevention, finance, and merchandise sourcing.



## What is the High Growth Job Training Initiative?

The President's High Growth Job Training Initiative (HGJTI), as implemented by the U.S. Department of Labor's Employment and Training Administration, is designed to provide national leadership for a demand-driven workforce system that ensures no worker is left behind. It is a strategic effort to prepare workers to take advantage of new and increasing job opportunities in high growth/high-demand and economically vital industries and sectors of the American economy. The initiative is designed to ensure that worker training and career development resources in the public workforce system are targeted to helping workers gain the skills and competencies they need to obtain jobs and build successful careers in these industries.

The foundation of this initiative is partnerships that include the public workforce system, business and industry, education and training providers, and economic development working together to develop solutions to the workforce challenges facing these industries and to develop maximum access for American workers to gain the competencies they need to get good jobs in these industries.

# H

## igh Growth Job Training Initiative

In its efforts to meet the workforce demands of the 21<sup>st</sup> century economy, the U.S. Department of Labor's Employment and Training Administration (ETA) is conducting forums with various targeted high growth industries.

The Executive Forums are opportunities for senior industry executives to communicate the critical workforce issues facing their industry.

ETA conducted the Retail Executive Forum in New York City, New York, on January 14, 2003. The retail organizations/individuals attending the Forum included representatives of over 1 million employees; a representative from The National Association for Chain Restaurants, an organization that represents 2 million employees; more than 9,500 retail businesses in all 50 states and the territory of Guam; and twenty-nine regional malls. The following retail companies were represented at the Executive Forum:

- Boscov's, Inc.
- CVS
- Dress Barn
- Home Depot
- JC Penney Co.
- KRAVCO Company
- Mosher's Ltd.
- National Association of Chain Restaurants
- PETCO Animal Supplies, Inc.
- Pier 1 Imports, Inc.
- Sacino's Formalwear
- Saks, Inc.
- Target Corporation
- Weavers, Inc.
- Westfield Shoppingtown

## Next Steps

ETA has addressed the workforce issues of the retail industry from a national perspective by conducting an Executive Forum with different sectors of the retail industry to gather relevant information from key industry leaders.

This forum provided ETA and the public workforce system with the opportunity to gain further understand

ing of the overall critical workforce needs of the industry. After meeting with industry leaders, ETA developed and solidified strategic alliances with business, education, and workforce leaders who are focused on the workforce issues confronting the retail industry and engaged them in developing innovative approaches to addressing their needs.

ETA has partnered with employers and education providers to develop and model skills training solutions nationally that can be replicated and sustained throughout the state and local public workforce system. These approaches will help ensure that workers have the right skills for the right jobs at the right time.



# **T**he ETA In Action

## ***National Retail Federation Foundation (NRFF) Grant***

### **Challenge**

The retail industry faces a variety of challenges in attracting, training, and retaining employees, including poor public perception of retail work, high turnover, significant language barriers among employees, and lack of consistently used training models and skills certifications.

### **Addressing the Challenge**

The NRFF will use its \$2,815,000 grant from the ETA to expand the number and scope of its retail skills centers, which provide mall tenants and employees, surrounding employers, and job seekers with retail and customer service education and training. Located in shopping centers, these retail skills centers help retail employers recruit, retain, and advance workers through a range of training options, from language and employability skills classes to customized seminars. Under the ETA grant, the NRFF will co-locate retail skills centers with One-Stop Career Centers where possible, and will create and disseminate replicable training models and tools that will extend services to many more retail employers and employees. By broadening the capacity of a network of centers to provide cross-industry training, tools, and credentials for employers in a variety of industries related to customer service and sales, the NRFF will document and demonstrate the extensive career paths and opportunities available in retail while encouraging workers and employers to invest in skill development, national certification, and career growth.

### **Sustainable Impact**

By integrating its highly successful retail skills centers more closely with publicly-funded One-Stop Career Centers, the NRFF will increase its access to potential employees, resources, and community partners, all of which contribute to the grant's long-term positive impacts on the retail industry, its employers, and its workforce needs. Nearly \$3.3 million in leveraged support, primarily from mall developers, retail employers, and industry associations, demonstrates the industry's continuing broad support for the NRFF's skills development, career ladder, and certification models.



## A

## Additional Resources

*Online Tools*

Career One-Stop  
([www.CareerOneStop.org](http://www.CareerOneStop.org))

The Career One-Stop is a resource for businesses and job seekers. It contains links to America's Job Bank, America's Service Locator, and America's Career InfoNet.

[www.careervoyages.gov](http://www.careervoyages.gov)  
[www.doleta.gov](http://www.doleta.gov)  
[www.doleta.gov/atels\\_bat](http://www.doleta.gov/atels_bat)  
[jobcorps.doleta.gov](http://jobcorps.doleta.gov)  
[www.onetcenter.org](http://www.onetcenter.org)

*Other Tools*

Toll-Free Help Line  
 1-877-US2-JOBS (1-877-872-5627)  
 1-877-889-5627 (TTY)

The Toll-Free Help Line provides up-to-date information about the full range of workforce services for workers and businesses as well as answers to employment and training questions.

## N

## National Programs

*Apprenticeship*

Registered apprenticeship has a long and valued role within the retail trade industry. There are 2,168 apprentices learning to be cooks, meat cutters, butchers, food service managers, retail store managers, customer service representatives, cosmetologists and barbers.

*Job Corps*

Job Corps provides training in the retail sales trade at 21 centers nationwide. As part of their training, students learn customer service skills, computer skills and procedures, and communication skills. In Program Year 2002, 819 Job Corps students graduated from the program.

## C

## Contact the BRG

For more information on the activities and services of the ETA's Business Relations Group (BRG), please contact:

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